

Business Continuity and Preparedness

Developing a Plan to Safeguard Your Enterprise



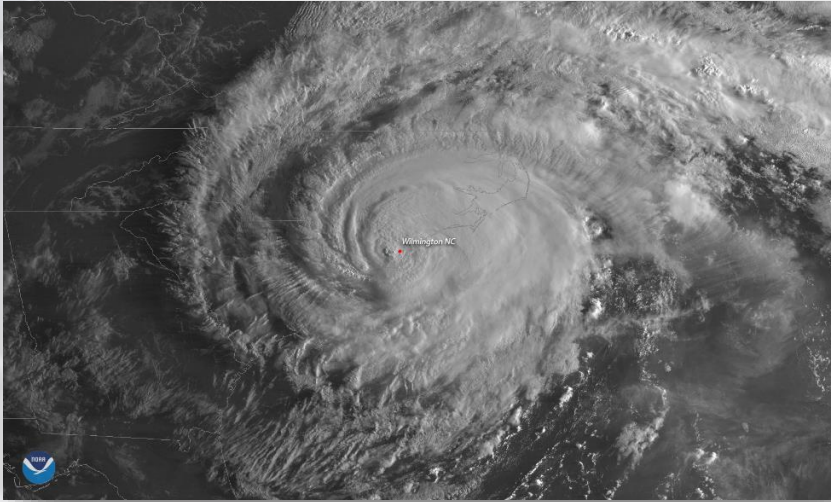
North Carolina Emergency Management
Department of Public Safety



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Office of External Affairs
Private Sector Division

Why Plan?



*GOES Satellite image of Hurricane Florence landfall near Wrightsville Beach, NC
Nesdis.noaa.gov*



*Morehead City, NC
WRAL.com (Photo Mark Stebnicki)*



*Market Street, Wilmington, NC
ChicagoTribune.com (Photo Jim Lo Scalzo / EPA)*



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Why Plan?

What Would be an Emergency or Disaster for Your Business?

- Up to 40% of businesses never reopen after a disaster
- Small businesses are a vital part of the U.S. economy
 - 99.7% of all employers
 - 65% of net new jobs
 - 97.5% of all U.S. exporters



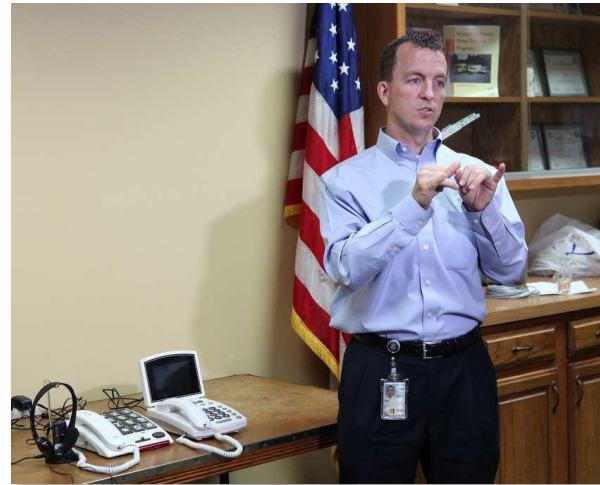
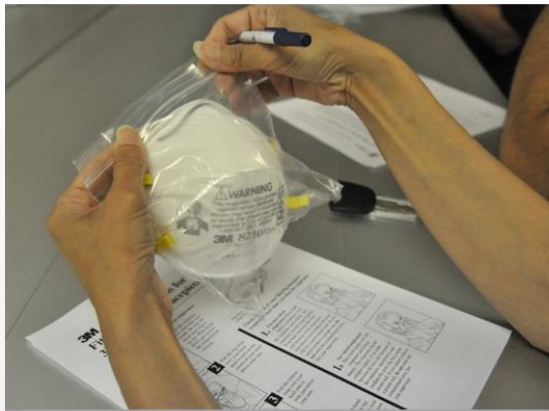
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Why Plan?

Planning Helps Support Employees, Customers and Operations

- Protect the safety of employees, visitors, contractors and others at risk from hazards at the facility
- Plan for people with disabilities and functional needs
- Maintain customer service by minimizing interruptions or disruptions of business operations



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Why Plan?

Plan to Stay in Business

- Protect facilities, physical assets and electronic information
- Prevent environmental contamination
- Protect the organization's brand, image and reputation
- Protect your business investment and give your company a better chance for survival
- Stay profitable post disaster by being ready to fill gaps also known as *"business leakage"* in your community



Flood retention containers



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How to Plan?

Take An “All-Hazards” Approach

- Identify potential hazards
- Assess vulnerabilities and potential impacts
- Know what kinds of emergencies might affect your company internally and externally
- Consider what can be done to protect your people and prepare your business

Preparing Makes Good Business Sense.

How quickly your company is back in business following a disaster will depend on emergency planning done today. The regular occurrence of natural disasters, the occasional utility and technology outages, and the potential for terrorism demonstrate the importance of being prepared for many different types of emergencies. While recognizing that each situation is unique, your organization can be better prepared if it plans carefully, puts emergency procedures in place, and practices for the kinds of emergencies it could face.



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How to Plan

Every Business Should Have A Plan

- Conduct a risk assessment to identify potential emergency scenarios
- Implement a prompt warning for employees to signal the need to evacuate, take shelter or lockdown
- Organize a business continuity team and compile a business continuity plan



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How to Plan

Questions to Consider

- Is there a plan to account for employee safety?
- Is electrical equipment elevated to protect it from floodwater?
- Are electronic and/or paper records backed up offsite?
- **Will your employees and customers be able to get to your business?**
- Will your business be able to weather the storm?



New Bern, NC | NCConstructionNews.com



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How to Plan

Testing and Exercises

- Train personnel; clarify roles and responsibilities
- Incorporate key messages in new employee orientation
- Reinforce knowledge of procedures, facilities, systems and equipment
- Evaluate policies, plans, procedures and the knowledge and skills of team members
- Encourage employees to prepare themselves and their families by getting a home emergency supply kit and creating a family emergency plan



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How to Plan

Implementation

Implementation of the preparedness program includes identifying and assessing resources, writing plans, developing a system to manage incidents and training employees so they can execute plans.

Implementation includes:



- Resource Management
- Emergency Response Plan
- Crisis Communication Plan
- Business Continuity Plan
- Information Technology Plan
- Employee Assistance & Support
- Incident Management
- Training



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What are the Costs?

Disaster Planning Can be Done at Little or NO Cost

- Visit Ready.gov/Business to get information and toolkits that offer step-by-step guidelines to help:
 - Identify Your Risk
 - Develop A Plan
 - Take Action
- Download free mobile apps for easy preparedness planning



Ready.gov



*Mobile app provided is for reference only.
FEMA does not endorse any non-government
websites, companies or applications.*




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What are the Costs?

Having adequate insurance coverage can help speed your recovery

- Review your policy with your insurance agent
- Keep an insurance summary readily available that lists your coverage information and types:
 - Business interruption insurance
 - Flood insurance
 - Insurance carrier and agent contact information
 - Policy numbers
 - Deductibles

 **Insurance Discussion Form**

Open for Business Worksheet
Insurance Coverage Discussion Form

Use this form to discuss your insurance coverage with your agent. Having adequate coverage now will help you recover more rapidly from a catastrophe.

Insurance Agent: _____
Address: _____ Phone: _____ Fax: _____ Email: _____

INSURANCE POLICY INFORMATION

Type of Insurance	Policy No.	Deductibles	Policy Limits	Coverage (General Description)

Do you need Flood Insurance? Yes ___ No ___
Do you need Earthquake Insurance? Yes ___ No ___
Do you need Business Income and Extra Expense Insurance? Yes ___ No ___

Other disaster-related insurance questions: _____

<http://www.ready.gov/business>



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What are the Costs?

No Cost Solutions

- Meet with your insurance provider to review current coverage
- Create procedures to quickly evacuate and shelter-in-place and practice the plans
- Talk to your employees, members, staff, students, faculty, etc. about the organization's disaster plans
- Create an emergency contact list, include employee emergency contact information
- Create a list of critical business contractors and others whom you will need in an emergency
- Create a list of inventory and equipment, including computer hardware, software and peripherals, for insurance purposes.



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What are the Costs?

Under \$500 Solutions

- Back up your records and critical data – keep a copy offsite
- Elevate valuable inventory and electric machinery off the floor in case of flooding
- Use and keep up-to-date computer anti-virus software and firewalls
- Buy a fire extinguisher and smoke alarm
- Attach equipment and cabinets to walls or other stable equipment – place heavy or breakable objects on low shelves
- Provide first aid and CPR training to key coworkers.
- Make sure your building's HVAC system is working properly and well maintained



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What are the Costs?

Over \$500 Solutions

- Consider additional insurance such as business interruption, flood or earthquake
- Purchase, install and pre-wire a generator to the building's essential electrical circuits. Provide for other utility alternatives and back-up options.
- Install automatic sprinkler systems, fire hoses and fire-resistant doors and walls
- Consider a security professional to evaluate and/or create your disaster preparedness and business continuity plan



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Community Resilience

There is Value and Strength in Public Private Partnerships

- Links public and private infrastructure performance and interests (including job creation/retention) to resilience goals
- Improves and strengthens public and private infrastructure and essential services for both businesses and residents
- Through public-private collaboration, government and the private sector can:
 - Enhance situational awareness and improve decision-making
 - Expand reach and access for disaster preparedness and relief communications
 - Improve coordination and increase the effectiveness of emergency management efforts
 - Maintain strong relationships built on mutual understanding to create more resilient communities



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Stay Connected

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North Carolina Business Emergency Operations Center



The North Carolina Business Emergency Operations Center (BEOC) is a physical and virtual communications and operational hub for business and industry during events that threaten North Carolina. Private Sector partners incorporated into the State Emergency Response Team (SERT) capitalize on shared information in the response, recovery, preparation and mitigation phases of state emergency management.

Mission:

To provide situational awareness and information sharing to the Private Sector during times of disaster and gather the same in support of the State Emergency Response Team (SERT). To enhance the common operating picture, liaise and foster the collaboration of efforts between the public and private sectors in all phases of emergency management, and to support the stabilization and recovery of communities after any event.

How it works:

Private Sector partners provide input, recommendations and sector analysis that help build capacity and resiliency throughout our state. BEOC members collaborate, train and exercise with the SERT. The BEOC coordinates resource requests and Private Sector offers for lease, rental, at-cost, and for donation. The BEOC also fosters an environment of mutual aid among businesses and other partnerships in support of public safety.



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Partnership with NCEM includes the following



Notifications, alerts and other information regarding state emergency operations



Access to our crisis management platform, WebEOC (Virtual BEOC)



Vendor Re-Entry Certification, our statewide Re-Entry Program



Daily coordination calls during events that include operations briefings, updated power outage/restoration information, evacuation, curfew and road closure updates



Access to training, exercises, annual meetings and our network of partners



BEOC Chairs have a voice at the table in the BEOC to offer suggestions and distribute information to their association and sector members during activations. Chairs also have access to the EOC for networking and face-to-face coordination with state agencies in the Emergency Operations Center.

Our top priority:

To protect North Carolina's safety, welfare, community and economic strength by supporting the safe and speedy resumption or continued operation of business and industry before, during and after disasters.

For More Information:

**North Carolina Emergency Management
Department of Public Safety**

Persia Payne-Hurley, Private Sector Manager & BEOC Coordinator
1636 Gold Star Drive | JFHQ | Raleigh, NC 27607
(919) 825-2285 | beoc@ncdps.gov | phurley@ncem.org



Get Involved in Community Preparedness

- Join a Community Emergency Response Team (CERT) group in your area
- CERT trains volunteers to prepare for the types of disasters that their community may face through hands-on practice and realistic exercises



Here are just some CERT Values:

- Safety, safety, safety
- Teamwork: stronger together than alone
- Community members helping each other in the neighborhood, workplace, schools and other venues
- Preparedness
- Practice, practice, practice
- Self-sufficiency and problem-solving rather than the victim role
- Leadership



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CERT Programs in NC

- As of January 2019, there are 80 active CERT Programs in 44 counties, with more being added every month.
- Oversight for NC CERT Programs is in the NCEM CERT Office. Those interested in starting a program or receiving training should contact:

Samantha Royster

NC CERT Program Manager

cert@ncdps.gov

919-825-2288

<https://nc-cert.com>



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North Carolina SBTDC

Small Business & Technology Development Centers

The SBTDC has been North Carolina's representative in the U.S. Small Business Administration's National Small Business Development Center program since 1984.



SBTDC staff can help organizations with business counseling, including sustainability through good continuity practices, as well as assist with a wide variety of business problems, issues, and challenges.

For more information contact:

Carol McLaurin, Program Director

North Carolina Small Business & Technology Development Center

5 W. Hargett St., Suite 600, Raleigh NC 27601

Cell: 919-914-3325 | www.sbtcdc.org



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U.S. DHS – FEMA Region IV

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www.Ready.gov/Business

www.FEMA.gov/private-sector

www.FEMA.gov/email

www.Communities.FirstResponder.gov

www.disastersafety.org/ibhs-business-protection/

*Website links provided are for reference only.
FEMA does not endorse any non-government
websites, companies or applications.*



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Mission: Helping people before, during and after disasters.

Questions?



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